



www.wlwt.com

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000

CONTRACT

<u>Contract / Revision</u> 961647 /		<u>Alt Order #</u>
<u>Product</u> OCT 17 NOV 5		
<u>Contract Dates</u> 10/17/12 - 11/05/12		<u>Estimate #</u>
<u>Advertiser</u> Wenstrup/Donovan/R/ Package		<u>Original Date / Revision</u> 10/12/12 / 10/12/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WLWT	<u>Account Executive</u> Bob Sommerkamp	<u>Sales Office</u> Cincinnati
<u>Special Handling</u>		
<u>Demographic</u> Adults 25-54		
<u>IDB#</u>	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

Communications Counsel
37 W Broad St
Columbus, OH 43215

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Amount
1	WLWT	10/17/12	11/04/12	SU 530-6a	SU 530-6a		:30			NM	6	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S				2	\$600.00			
Week:		10/22/12	10/28/12	-----S				2	\$600.00			
Week:		10/29/12	11/04/12	-----S				2	\$600.00			
2	WLWT	10/17/12	11/03/12	Sa 10-11a News	Sa 10-11a		:30			NM	3	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	-----S-				1	\$2,500.00			
Week:		10/22/12	10/28/12	-----S-				1	\$2,500.00			
Week:		10/29/12	11/04/12	-----S-				1	\$2,500.00			
3	WLWT	10/17/12	11/05/12	12-1230p M-F news	12-1230p		:30			NM	14	\$19,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/15/12	10/21/12	--111--				3	\$1,400.00			
Week:		10/22/12	10/28/12	11111--				5	\$1,400.00			
Week:		10/29/12	11/04/12	11111--				5	\$1,400.00			
Week:		11/05/12	11/11/12	1-----				1	\$1,400.00			
N 4	WLWT	10/31/12	11/05/12	NBC Today Show III	10-11a		:30			NM	4	\$3,200.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	--111--				3	\$800.00			
Week:		11/05/12	11/11/12	1-----				1	\$800.00			
N 5	WLWT	11/03/12	11/03/12	Sa/Su 5-6a News	Sa/Su 5-6a		:30			NM	1	\$400.00
		Class of Time - Fixed Non Pre-emptible										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		10/29/12	11/04/12	-----S-				1	\$400.00			
Totals											28	\$34,300.00

(* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



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Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 - 10/28/12	14	\$18,600.00	\$15,810.00
10/29/12 - 11/05/12	14	\$15,700.00	\$13,345.00
Totals	28	\$34,300.00	\$29,155.00

Signature: _____ **Date:** _____

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